

FERRIS STATE UNIVERSITY

Good News Items

May 2015

Academic Affairs

COLLEGE OF ARTS & SCIENCES

- Steve Fox, Assistant Professor, served on a panel discussion with the advertising director from the Pioneer News Group during the Michigan Press Association Annual Convention, Feb. 6, in Grand Rapids. The topic was innovation in newspapers and focused on what college newspapers were doing that could help other newspapers in the state to develop new ideas and tools. They also discussed the new collaboration between the Torch and the Pioneer, positively representing Ferris State University's pursuit of innovative and creative projects, including public-private collaboration.
- Daniel Ding, professor of English, was invited by Charles Stuart University in Australia to give a presentation to about 100 students from the university on challenges faced by technical communication in a multicultural environment. The talk was given through Adobe Connect, online presentation software, on April 2. The presentation topic, given by the university, was "Challenges of Professional Communication in a Multicultural Environment."
- Phillip Middleton, professor of English, published a collection of his poetry entitled, *Confession from a Woman Sleeping Underneath a Ceiling (& Other Poems)*. This is his second book.
- Caserta received a Diversity Grant to assist in bringing two faculty from Kazan National Chemical Technological Research University: Elena Gavrilova, department head of Organic Chemistry and Olga Zinnurova, assistant dean of college of General Organic and Petrochemical Synthesis Technology. They will present on the Russian Educational system and professional women in Science.
- Angela Guy-Lee (Sociology) and Dr. Rita Walters (Social Work Program) coordinated a focus group to understand the experiences of African America students on campus.
- Dr. Bonnie Wright (Sociology) is continuing her research at the border of Detroit and Gross Pointe in Detroit area. Her research is about the access to resources in the area for residents of Detroit and Gross Pointe.
- Dr. Jim Van Treese (Psychology) and Dr. Richmond's research team had two poster presentations at Michigan Undergraduate Psychology Research Conference on April 11, 2015. Their students: Bonnie Rogers, Kaitlyn Franks, Chelsea Trumble and Tyler Ryan presented. Harmin Gill, Mitchell Singleterry, Alicia Wheeler and Jaci Brown did not attend MUPRC but were co-researchers. One of the research projects presented had assistance from Paula McDowell, OD from MCO. A collaborative experiment with Optometry is planned this summer.
- Dr. Janice Weaver (Psychology) and Dr. Redker (Psychology) accompanied a group of 25 students from the Student Psychology Association to the Midwestern Psychological Conference in Chicago, April 29 through May 2, 2015.
- Dr. Tom Behler (Sociology) participated in the Blind and Visually Impaired Awareness Workshop that was held at the Kent County Health Department conference facility in Grand Rapids. He presented on a variety of topics at this workshop, ranging from general issues of

concern to the visually impaired, to more specific issues pertaining to current assistive technology, and special considerations regarding basic emergency preparedness for the blind.

COLLEGE OF BUSINESS

- AMA Ferris (American Marketing Association Student Chapter) was very successful at the AMA national competitions. They were awarded a “Silver” chapter award signifying one of the top 10 chapters in the association (350 total chapters). Our International Finalist Case Team presented to the vitamin water executives of Coca Cola and were awarded 3rd place (University of Pennsylvania took 1st). Our SABRE business simulation team took 1st place overall. We were also awarded for hosting a Fall Regional conference on our campus and received an award for our “Marketing Week” activities that took place last October. Twenty-Five students represented our 92-member chapter at the conference. There were over 1400 collegiate members in attendance at the international conference. Laura Dix was co-chair of this international event for the third year which provided 14 professional speaker sessions, 11 students lead panel sessions, 5 intercollegiate competitions, 2 certificate workshops, and a faculty research paper track.

COLLEGE OF EDUCATION & HUMAN SERVICES

College of Education and Human Services (COEHS)

- The College of Education and Human Services held its 41st annual Alumni Awards Banquet on Saturday, April 25, 2015 at the University Center where distinguished alumni, faculty, staff and outstanding students were recognized. Approximately forty students were awarded scholarships for Fall 2015.

School of Criminal Justice (SOCJ)

- Several SOCJ Faculty presented research papers at the Academy of Criminal Justice Sciences 52nd Annual Meeting.
 - a. Nancy Hogan presented: *Spilling Over: Correlates of Strain-Based Work-Family Conflict and Correlates of Perceived Dangerousness Among Jail Staff.*
 - b. Cecil Queen and Greg Vander Kooi presented: *Assessing the Efficacy of Problem-Based Learning Strategies Within Police Training Academies: A Michigan Study.*
 - c. Timothy Eklin and Mischelle Stone presented: *Where Theory meets Practice: Embedding Corrections Training into a Four-Year Bachelor’s Degree Program.*
- The Criminal Justice co-ed fraternity, Lambda Alpha Epsilon, received a grant award from the FSU Student Government of \$2,000 to assist with travel expenses. Fifteen members will be traveling to Washington, DC to attend the National Law Enforcement Officer’s Memorial ceremonies during National Police Week, May 11-15, 2015. They will be honoring the memory of the five FSU Law Enforcement Academy graduates who have fallen in the line of duty.
- Assistant Professor Kristin Poleski has been appointed to the 61st District Court’s Sobriety and Drug Court Advisory Board in Grand Rapids, MI.

School of Digital Media (SDM)

- The Princeton Review ranked Ferris State’s School of Digital Media, Digital Animation and Game Design program #16 on their 2015 “Top Undergraduate Schools to Study Game Design” list.
- The School of Digital Media and the Media Communications Association held their 15th annual Ferris Media Festival on April 17, 2015. The day-long event featured speakers from across the country who shared their experiences working in digital media. Speakers included professionals in motion graphics, game design, music production, video promo

editing and public broadcasting. The speakers for the event were co-sponsored by Music Industry Management, Gamma Epsilon Tau and the Office of Diversity and Inclusion.

- The Television and Digital Media Production Program hosted a banquet bringing many alumni back to campus on April 17, 2015 to celebrate 40 years since the first graduating class following the 1974-75 school year. A documentary feature about the program was screened, former Ferris faculty (James Breault and Fred Wyman) spoke and an outstanding keynote presentation was offered by TDMP alum Charisse Simonian, an Emmy Winning Casting agent in Los Angeles.
- Associate Professor Connie Morcom received the 2015 Outstanding Academic Service Learning Faculty member award on April 20, 2015 and an invitation to the Torchbearer Award Ceremony for contributions with TDMP students and civic engagement.
- Student's in Connie Morcom's Instructional Design course were recognized for their presentation to the City of Big Rapids for their work documenting the 2015 Festival of Arts under the direction of Bruce Dilg and Roxanne Cullen with their efforts to build bridges through art with Ferris and the local community.
- The Media Communications Association under the supervision of Television and Digital Media Production Assistant Professor Nick Kuiper completed a Public Service Announcement for the Big Rapids WISE organization. The PSA features members from the Ferris State University Football team who help raise awareness about sexual assault prevention. WISE will use the video on their website during the month of April which is Sexual Assault Awareness Month. The video was also featured on the DPS Facebook page and has more than 800 views.
- The Media Communications Association (MCA) participated in the Big Event, helping local community members with yard work. MCA also offered their services to students running for student government. The RSO students worked on a campaign video for Wayne Bersano who was eventually elected President of Student Government. The RSO also produced a series of videos for Women's Information Service, Inc. that showed during their annual fundraiser at the Holiday Inn in Big Rapids.
- Digital Animation & Game Design students and faculty attended the 2015 Game Developers Conference (GDC). The MEDC funded a "Pure Michigan" booth that included a large section devoted to the FSU DAGD program. Ten students were chosen by GDC as Conference Associates. Students toured EA Redwood Shores and Pixar Animation Studios. Faculty met with industry from Pixar, EA, Infinity Ward, Tippett Studios, and DreamWorks Animation.
- Jacob Pollak and DAGD alum Justin Plowman co-presented "Increasing College Students' Understanding and Empathy Through a User Centered Design and Project Based Learning Collaboration with an Urban Based High School Program." at the Equity in the Classroom Conference.
- Digital Animation and Game Design hosted a presentation by SENG alum Kyle Dhyne, software developer at Steelcase Inc.
- Twelve Digital Animation and Game Design student's work was chosen and exhibited at the Detroit ACM SIGGRAPH/IGDA "Computer Graphics and Game Art Show".
- Digital Animation and Game Design hosted a presentation by DAGD alum Kyle Boucier, 3D Illustrator at Dart Frog Creative.

COLLEGE OF ENGINEERING TECHNOLOGY

- Weller Truck Parts hosted a tour of their facilities in Grand Rapids for Heavy Equipment students. Len Ryan, General Manager and Ferris Heavy Equipment alumni, has spearheaded

a partnership that provides Ferris Heavy Equipment with a rotating stock of current Allison transmissions, manual transmissions, and rear differential assemblies for student to use in labs.

- The Heavy Equipment program completed an onsite review and attained accreditation by the National Automotive Technicians Educational Foundation. The Automotive Service Excellence Heavy Truck certification areas that lead to a Master Technician rating were all completed.
- Four Heavy Equipment students and members of the Ferris Fleet Management RSO, Brandon Grosvenor, David Johnson, Paul Laskowski, and Joshua VanBruggen, attended the National Association of Fleet Administrators (NAFA) Institute and Expo from April 13th - 17th in Orlando, FL. as fully funded guests of NAFA. At the event, the students attended educational events and networking activities.

EIO

- Governor Snyder visited the Digital Animation and Game Design labs in Grand Rapids on April 18. The purpose of his visit was to observe Skills USA, a competition that Ferris collaborates with GRCC on hosting every year. See the pictures below.
<https://www.flickr.com/photos/governorricksnyder/16589940214/in/photostream/>
<https://www.flickr.com/photos/governorricksnyder/17026247669/in/photostream/>
<https://www.flickr.com/photos/governorricksnyder/17212406575/in/photostream/>
<https://www.flickr.com/photos/governorricksnyder/17210732172/in/photostream/>
- The West Michigan Hispanic Chamber of Commerce awarded Carlos Sanchez, from the Latino Business and Economic Development Center, their Non-Profit Champion Award for the work he has been doing in the community on behalf of Ferris. The award was given on March 26 at their annual awards gala.

FLITE

- FLITE faculty members, Kristy Motz, Stacy Anderson, and Mari Kermit-Canfield have been selected as recipients of the 2015 Excellence in Course Assessment Award. This was awarded from the Office of Academic Affairs and the Assessment Initiative under Robbie Teahen based on excellence in use of assessment data in a course to improve student learning.

MICHIGAN COLLEGE OF OPTOMETRY

- MCO hosted the annual Vision Rehab Grand Rounds Workshop on Monday, March 30. Dr. Sarah Hinkley was interviewed by the Pioneer and also had TV 9 & 10 arrive for an interview. The news link: http://www.9and10news.com/story/28652976/ferris-state-university-optometry-students-provide-vision-care-at-workshop#.VRns3Gs_VPU.facebook
- In April, Chad Rosen, OD, FAAO lectured in Toledo, OH and Columbus, OH at the Ohio Association of Opticians conferences. The lecture topics were: Contact Lens Care Systems, Introduction to Scleral Contact Lenses, and Hot Topics in Contact Lenses.
- Chad Rosen, OD, FAAO lectured at the MCPHS University School of Optometry in Worcester, MA as part of the Soft Toric and Presbyopic Lens Education (STAPLE) Program.
- Dr. Sarah Hinkley presented to a class in the Architecture and Sustainability program on April 7 about how design should consider visual impairment factors.
- TV 9 and 10 News featured St. Mary School, Dr. Sarah Hinkley and the University Eye Center in this piece that aired Wednesday, April 8 on children and tablet use.
<http://www.9and10news.com/story/28741046/special-report-screen-time-and-sight?autoStart=true&topVideoCatNo=default&clipId=11366501#.VSRs7JbIPuc.facebook>

- Dr. Dan Wrubel and the MCO hosted the Michigan Volunteer Optometric Services to Humanity (VOSH) annual spring meeting on Saturday, April 18th. There was a review of the 2015 volunteer mission trips and the numbers of eyeglasses, exams, and referrals for Medical Eye Care. The trips were to Dominica, Peru Trip I, Mexico, and Peru Trip II. Each trip group also shared favorite special patient stories.
- Dr. Sarah Hinkley will receive the Excellence in Course Assessment Award at the Employee Service Awards program on April 30, 2015.
- MCO resident Dr. Cynthia Brown and Dr. Sarah Hinkley presented on persistent primitive reflexes and their relationship to visual perception at the College of Optometrists in Vision Development (COVD) conference on Saturday April 18th.
- During the Annual College of Optometrist in Vision Development meeting this April, Dr. Alison Jenerou attained her fellowship with the organization.
- Dr. Alison Jenerou presented a poster titled "Binocular Vision's Play in Baseball" with co-author Adeline Bauer at the Annual COVD meeting in Las Vegas.
- Stephanie Ramdass OD, MS presented the partial results of a large-scale retrospective clinical study regarding corneal reshaping and myopia control at the annual meeting of the American Academy of Orthokeratology & Myopia Control in Houston, Texas.

RETENTION & STUDENT SUCCESS

- Charles Malone, Advisor for the Honors Program, is the recipient of this year's Outstanding First Year Advocate Award. The honor recognizes an individual who has made significant contributions to the academic and/or personal lives of first-year students.

Administration and Finance

Athletics

- The Ferris State University men's tennis team claimed the school's first outright GLIAC Regular-Season Championship since 1994 with a perfect 9-0 league mark in regular-season action this year. It was the Bulldogs' first regular-season crown since sharing the title in 1999.
- Ferris State men's tennis head coach Chad Berryhill claimed the 2015 GLIAC Men's Tennis Coach of the Year honor after leading the Bulldogs to the league championship. FSU had a GLIAC-best five all-conference honorees, including three first-team selections.
- The Bulldog men's golf team received the school's 13th consecutive NCAA Tournament appearance and will take part in the 2015 Midwest/Central Super Regional set for May 4-6 in Lemont, Ill. FSU junior Ben Cook was chosen this year as the GLIAC Men's Golfer of the Year.
- Seniors Samantha Johnson and Breeann Ovokaitys have both provisionally qualified in the 1,500 meters for the 2015 NCAA Division II National Outdoor Track & Field Championships, which will take place in late May in Allendale, Mich.
- The Bulldog football program recently capped off its spring by holding its annual Crimson & Gold Spring Game on April 18 at Top Taggart Field before a large crowd of alumni, parents, fans and friends. FSU also held a special championship ring ceremony in conjunction with the annual Lift-A-Thon fundraising event on April 24 to recognize last fall's GLIAC Championship season one final time.
- Ferris State has had four teams claim conference titles this year as FSU football, volleyball and men's tennis all won regular-season crowns and the men's basketball squad joined the volleyball team as league tournament champions.

- Ferris State Athletics and the Bulldog Athletic Association recently held the first-ever "Bulldogs After Hours" event on April 22 at Artworks in Big Rapids. The event, which was broadcast live on Sunny 97.3 FM, allowed community members and donors to spend time with FSU coaches and student-athletes. The event was a big success.
- Men's and Women's tennis teams both qualified for the post-season NCAA tournaments.

Finance

- A Ferris State University Checkout Portal was created for B&H Photo Purchases. This will allow departmental buyers to search for items on B&H's site and immediately view our discounted price through the E&I Contract. They can also complete the order with a Corporate Card on the same portal. Before this portal, they had to call or email the vendor for pricing.
- We have started to allow select departments to utilize Public Purchase for quoting goods and services that are not normally processed through the Purchasing Department. This allows them to benefit from the site's opportunities and ease of processing.

IT Services

- IT Services has chosen a new time off request solution called Time-Off Manager. They are currently in the process of working with the vendor to set it up and hope to have a pilot going in May. Departments that are still using Lotus Notes as their time off solution will migrate shortly thereafter.

Physical Plant

- As of mid-March 100% of skilled trades workers are using mobile devices now for such things as electronic work orders, access to parts manuals, and some parts ordering.

Diversity and Inclusion

- On April 12, hundreds of Ferris students, faculty, staff and community members helped the Office of International Education celebrate its 27th annual International Festival of Cultures. The festival celebrated many cultures with performances, exhibits, and cuisine from around the world. To view pictures of the event, see *Week in Pictures*, pictures 1-18, <http://www.ferris.edu/news/week/archives/2015/apr1715/>.
- The University exceeded 500 International students in Spring 2015. This represents a 300 percent increase from Fall 2012. This increase resulted from the hard work of many people. To celebrate this enrollment success, the Office of the President and the Diversity and Inclusion Office saluted the staff, faculty, and students of the Office of International Education on April 14. To view a video of the program, see <https://www.youtube.com/watch?v=3VEYuuMMbrw&feature=youtu.be>.
- You Beautiful Black Woman (YBBW) presented its 25th annual Fashion Show on April 18. The show, "The Evolution of Fashion: Urban Elegance," featured the urban and couture sides of fashion—showcasing stylish clothing from the 1970s to contemporary designs. Congratulations to YBBW for presenting an elegant and sophisticated program.
- The Asian Student Organization, the Diversity and Inclusion Office, the Office of Multicultural Student Services, and Student Government sponsored the 2015 Asian Pacific Heritage Month celebration. On April 22, motivational speaker Hoan Do, who was featured on the television show "American Ninja Warrior," visited FSU and presented a keynote address. The event also featured student performances and Asian food dishes.

- The Center for Latin@ Studies (CLS) celebrated the Promesa program with an event on April 9, 2015. “Testimonios: Celebrating Promesa” featured two CLS founding alumni, Maria Hernandez and Kaylee Moreno. See the photo album at: <https://www.facebook.com/media/set/?set=a.841227895930884.1073741836.119012878152393&type=3>
- Two Russian chemistry professors are visiting Ferris State University during the week of April 27. Events include a panel discussion on Russian higher education on April 27, at 6 pm in IRC 115, and a presentation on Women in Science in Russia on April 28, in UCB 217. The two faculty visited Ferris classes and worked with chemistry professors to develop practical plans for future joint projects. This exciting collaborative opportunity was supported by a Faculty Staff Diversity Mini-Grant.
- Queer Monologues kicked off a week of Pride activities on April 6, as Ferris students and faculty presented a challenging and entertaining selection of personal stories and informative readings. The Diverse Sexuality and Gender Alliance (DSAGA) also hosted tables on campus with useful information. The annual Drag-Off, held at The Gate, drew a packed crowd.
- The *Beyond: Diversity* initiative wrapped up in April with a panel discussion on Literature and Diversity; it was led by Tracy Webb. The *Beyond: Diversity* initiative also featured a genealogy panel featuring students, faculty, and staff sharing discoveries about their genetic backgrounds.
- Ferris State students do an incredible job of giving back to the campus and the community. The Big Event – the largest one-day student run philanthropic event in Michigan – was a huge success on April 18, with new highs in volunteer hours (1620) and houses visited (260).
- Michigan Campus Compact celebrated 19 years of Outstanding Student Service Awards, on April 18. James Young, a Ferris student, was one of 6 students statewide to win the Outstanding Community Impact Award; Ferris student Logan England was one of 31 students statewide to win the Commitment to Service Award, and 15 Ferris students received the Heart and Soul award. #toocool.
- The Office of Multicultural Student Services (OMSS) will host its annual PigNoc on May 2, from 12-4 p.m. on the North Campus Quad near the University Center (rain location is the IRC Connector). The barbeque is outstanding. The OMSS Graduate Recognition Program will be held on May 8, starting at 11 a.m. in University Center, room 217.
- Thanks to all of you who completed the Diversity and Inclusion Climate Survey, conducted March 16-April 3. The data from the survey –along with data gathered from one-to-one interviews and focus groups–will be analyzed by IBIS Consulting. Representatives from IBIS will return to Ferris on June 4 to discuss their findings and recommendations. This is an important step as the University develops a new diversity and inclusion plan.
- The following people were the winners of the survey prizes:
Ipad Mini: Jacee Potts, Margaret Brown, and Krystal Davis;
Beats by Dre: Deborah Griffiths, Deborah Rockman, and Kelly Teska; and, Ferris Shirt: James Woolen, Scott Herron, and Ruben Medrano.
- Heads-up! Diversity reports are due to the Diversity and Inclusion Office by August 1.

Governmental Relations and General Counsel

- Governmental Relations and General Counsel hosted Vice Chancellor John Pierre from Southern University Law Center on campus on April 16, 2015. Vice Chancellor Pierre visited and spoke with Honors Program and pre-law students at a lunch and learn, toured campus and the Jim Crow Museum, and dined at The Rock. This was an opportunity for students interested in pursuing a law degree to learn about the Law Center and an opportunity to highlight Ferris, its students, and its programs.

Kendall College of Art & Design

- Art History professors Dr. Erica Morawski and Dr. Karen Carter were two of 25 applicants out of 70 that were accepted into “Teaching the History of Modern Design: The Cannon and Beyond,” a four-week summer academic teaching institute organized by the National Endowment for the Humanities.
- Dr. Laura Whatley, professor of Art History at KCAD, recently presented her paper “Crusading for (Heavenly) Jerusalem: Noble Women and the Illuminated Apocalypse” at the 41st annual Sewanee Medieval Colloquium.
- English professor Adam Schuitema has announced the release of Haymaker, his critically acclaimed first novel.
- Art History Program Chair Suzanne Eberle, Ph.D., was recently invited to be the opening speaker at an exhibition highlighting the work produced by the first class of the Georgia Tech Design Collaborative, a new initiative by the Georgia Institute of Technology to foster innovation and interdisciplinary thinking throughout its campus.
- General Education Program Chair Susanna Engbers, Ph.D., recently presented her paper “Analyze This: Using Film in the Rhetoric and Composition Classroom” at the 2015 national conference of the Popular Culture Association in New Orleans.
- Photography professor Leah Gose is currently featured in four separate exhibitions in Denver, CO that are a part of the Denver Month of Photography.
- Director of KACD Continuing Studies Brenda Sipe is currently exhibiting her paintings, drawings, and prints in an exhibition titled “Transitional Structures” at the Krempp Art Gallery, part of the Jasper Arts Center on the campus of Vincennes University in Jasper, Indiana.
- A number of students, faculty, and alumni from the Digital Media program worked on two video projects - a trailer for this year’s Grand Rapids Film Festival and a short animated film entitled Super! - that have been nominated for Eclipse Awards, which honor the best in West Michigan film and television.
- Interior Design student Mallarie Hiaeshutter has been named the winner of the second annual REHAU Leading Edge Design Challenge, a competition in which undergraduate design students create furniture concepts featuring REHAU furniture components for a chance at a \$1,000 top prize.
- The Industrial Design program recently announced senior Mackenzie Smith as the recipient of KCAD’s 2015 Industrial Design Society of America (IDSA) Student Merit Award.
- A team of Interior Design students recently took home an Honorable Mention award in the ThinkUP Interior Design Student Competition, a new regional competition sponsored by Haworth, Interphase Interiors, and Rockford Construction.
- Furniture Design student Heather Seto was one of six undergraduate students who were named finalists in the recent 2015 Bienenstock Furniture Library Design Competition.

- Drawing student Lindsey Aleman is one of 27 artists accepted into “Drawn” at the prestigious Manifest Gallery in Cincinnati, OH. The exhibition features contemporary drawings by artists from the U.S., England, Japan, and Spain. 394 artists submitted work for consideration.
- Drawing student Anna Lindquist has been accepted into “Journey,” a juried exhibition at Union Street Gallery in Chicago.
- Heather Gray ('98, Graphic Design) was recently named the new art director of Traverse Magazine and its parent company, MyNorth Media.
- Tommy Knight ('05, Industrial Design) has been hired as an industrial designer by Disher Design & Development, a fully integrated product development company and consulting firm based in West and East Michigan.
- Tony Ellison ('14, Digital Media) has been hired as an Interactive Designer at Varsity News Network (VNN), a Grand Rapids-based company that runs a digital platform for high school athletics programs.

Student Affairs

Enrollment Services

- Jessica Simon, Admissions Recruiter, received the Michigan Association for College Admission Counseling (MACAC) Rising Star Award. This Award recognizes the hard work and dedication of a MACAC member with fewer than five years of service. She was nominated by Western Michigan for her work this past year with the MACAC Camp College program.
- Dawg Days finished up this semester with 636 total guests, 248 of which were students.
- Nearly 70 Ferris staff, community and student volunteers joined forces to facilitate the Get Real! event on April 15 in the beautiful new University Center. This event gave Ferris students a “real life” financial experience to help them realize the need to budget and think long-term about the choices they make with money.
- New language has been added to our residency policy for tuition purposes provisions to comply with the Veterans Access, Choice and Accountability Act of 2014 (“Choice Act”).
- Carla Erlewine, Financial Aid Advisor, presented on Time to Degree as part of the Academic Advising Seminars on March 24, 2015 through the Faculty Center for Teaching and Learning.

University Center

The following statistics represent reservations made for Spring 2015 in the new University Center

-Registered Student Organizations	789
-Faculty/Staff	870
-Off Campus Groups	<u>27</u>
Total	1,686

University Advancement and Marketing

- Ferris State University faculty members have been awarded Exceptional Merit Grants by The Ferris Foundation Board of Directors for proposals designed to advance the University’s goals of engagement and learning. Those receiving funding during the 2015-116 academic year for their proposals are:
Katie Axford, Assistant Professor in Pharmacy (GR)

Pilot the use of Standardized Patients for assessment in two skills-based courses in Pharmacy.

Kimberly Beistle, Associate Professor in Dental Hygiene – Health Professions
Provide students with superior isolation of water and saliva during dental hygiene procedures.

Amy Dinardo, Associate Professor – Optometry
Produce instructional videos and research their effectiveness on optometric education.

Patrick English, Associate Professor in Automotive Service Technology– Engineering Technology

Increase the amount of first-hand experience students have with Compressed Natural Gas Vehicles.

Greg Gogolin, Professor, and Jim Furstenberg, full-time temporary faculty, in Information Security and Intelligence - Business

Research the amount of voice data that is captured and sent to a company without the user’s knowledge.

Sarah Hinkley, Chief of Vision Rehabilitation Services and Associate Professor – Optometry

The “Students in Need of Eyecare” program will expand examinations and provide eyeglasses to area children lacking services through academic service. Expose students and patients to the value of an interprofessional patient care and optometric student education in the field of vision rehabilitation.

William Koepf, Program Coordinator and Associate Professor in Product Design – Engineering Technology

Acquire three, 3-D printers for use in the Ferris Make-Space, a common lab accessible to all Ferris students.

- Mickey Shapiro and his guests Dennis Lerner, Al Finer, Jules Goldman and Frank Roth visited Ferris on Wednesday, April 28 and met the recipients of the Mickey Shapiro Opportunity Scholarship Endowment. Mickey established the endowment last year to help students who have overcome obstacles and challenges to improve their academic performance. Mickey was so impressed with the students that he made another substantial commitment to help similar students next year.
- Dick Shaw, Ferris Foundation Board Director and a 1963 graduate from the College of Technology, has enhanced his estate gift to fund an endowed scholarship for HVACR and football along with an endowment for the hockey program and the athletic department.
- Charlie and Ruth Carpenter have provided additional planned gifts to support the William D. and Ruth L. Carpenter Recycling Program Endowment. Charlie retired from Ferris as the Stockroom Coordinator and Ruth graduated in 2008 from the College of Business.
- The Bulldog Athletic Association hosted the first annual Bulldog “After Hours” at Artworks in downtown Big Rapids. More than 70 donors attended, in addition to coaches and administration.
- Ferris’ official YouTube channel, “Ferris State Video,” has netted 223 new subscribers in the last year to boost total subscribers to more than 700. The channel, established in 2007, has experienced its greatest period of subscriber growth during the last 14 months. To see more

from the Ferris State Video YouTube channel, visit:

<https://www.youtube.com/user/FerrisStateVideo>

- Ferris' main Twitter account, @FerrisState, has reached a milestone with more than 10,000 followers. In the last 14 months, the Ferris Twitter account has grown by nearly 4,000 followers. To see more from the @FerrisState Twitter feed, visit:
<https://twitter.com/FerrisState>
- The Ferris Lowdown video series, which highlights Ferris events taking place during the upcoming week, has been viewed nearly 10,000 times since the start of Fall 2014 semester. Coming into the final week of the Spring 2015 semester, more than 30 Ferris Lowdown videos have been produced, weekly, by News Services and Social Media Videographer Hannah Crouch. The videos feature the News Services and Social Media student staff, and at times guest hosts. To view the Ferris Lowdown YouTube playlist, visit:
<https://www.youtube.com/playlist?list=PLCaLIQypYZblaZORXSPRzKkQAKoRuz8aN>
- The Web Content Management and Marketing teams have collaborated with Admissions to present the newly developed materials for this summer's student orientation in a mobile responsive format on ferris.edu/orientation that is designed to work well on all desktops, laptops, tablets, and phones.
- Marketing assisted Admissions with the development of *Picture This*, a new and informative marketing support piece distributed to students and families attending the Newly-Admitted Student Receptions that were held this spring.
- The Marketing and News Services/Social Media teams assisted Auxiliary Enterprises and Housing & Residence Life with a marketing campaign to help enhance retention of current residence hall students for next academic year. The campaign featured the "Top 10 Reasons to Stay On-Campus" in a fun and informative way via the following methods:
 - Posters
 - Custom postcards/invites for residence hall staff to share with current students
 - Torch advertising
 - Social media advertising
 - Special video feature
- Marketing assisted the Commencement Office with the redesign and development of the new Commencement program.
- The spring edition of *Ferris Magazine* will arrive in the mailboxes of more than 118,000 alumni and friends of the University in late May.
- Marketing assisted Advancement and Stewardship/Donor Relations with support materials (invitations, signs, programs, photograph coverage and name tags) and development of the featured video for the Societies of Distinction Annual Donor Dinner on May 2.